FLOW NORTHSIDE ARTS CRAWL

SPONSORSHIP OPPORTUNITIES

FLOW 2015 is produced by the West Broadway Coalition, a nonprofit alliance of Northside stakeholders building a vibrant business environment.
Help us celebrate the 10th annual FLOW!

Since 2006, FLOW Northside Arts Crawl has become the premier art event in North Minneapolis. Highlighting the uniqueness of the Northside community, this free, family event is a collaboration between the business and arts communities. FLOW showcases over 200 artists of all ages from the North Minneapolis community.

FLOW is a self-guided art tour featuring visual and performing artists showing at businesses, studios and organizations along West Broadway in North Minneapolis.

Over 5,000 people visited West Broadway for FLOW in 2014. In 2015, we’re expecting even more to join us in celebrating 10 years of shining a light on North Minneapolis through the arts. We’ve got big plans- your support will help our creativity take form, and let you market your business to the diverse FLOW community.
FLOW 2015 SPONSORSHIP LEVELS

$30,000 — 10th Anniversary Sponsor (1)
• Exclusive recognition in all press materials and interviews (FLOW was covered 17 times in 2013)
• Exclusive recognition on social media
• Priority logo placement and recognition in print, radio, and billboard advertising*
• Priority logo placement on event materials (5,000 map and guidebooks) and signage
• Priority logo placement on (10) e-newsletters to 2,000 subscribers
• Priority logo placement on website

$5,000 (up to 5)
• Logo placement in print and billboard advertising
• Logo placement on shuttle signage
• Logo placement on pre-event (10) e-newsletters to 2,000 subscribers
• Logo placement on website
• 5 social media mentions

$2,500
• Logo placement on shuttle signage
• Logo placement on event materials and signage
• Logo placement on website
• 3 social media mentions

$1,000
• Logo placement on event materials and signage
• Logo placement on website
• 2 social media mentions

$10,000 (up to 4)
• Priority logo placement and recognition in print and billboard advertising
• Priority logo placement on event materials and signage
• Logo placement in press materials
• Logo placement on shuttle signage
• Logo placement on (10) e-newsletters to 2,000 subscribers
• Priority logo placement on website

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• Logo placement on event materials and signage
• Logo placement on website
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“This year has a great visual presence, seemingly more youth were evident and people were actually ‘FLOWING!’”

“Thank you for bringing us together! I am proud to have been part of FLOW.”

“This is great. We should have this kind of thing more often over here.”

“It was so fun. I had the best time. My experience playing the violin was so good... And it was my first time with FLOW. But it was the best time in FLOW.”

“Thank you for bringing us together! I am proud to have been part of FLOW.”

“This is great. We should have this kind of thing more often over here.”
FLOW 2015 MARKETING AND ADVERTISING

FLOW is widely known for its professional marketing assets. Our in-house team includes a Communications Manager, Graphic Designer, and the FLOW Artistic Director.

E-Newsletters (10) 2,000 subscribers
City Pages Print (2), Online (6) and Newsletters (6) 311,000 weekly readership
Insight News (3) print and (1) Online 30,500 weekly distribution
KMOJ 240 spots for 1 month
ClearChannel Outdoors billboards (2x 1 month) 400,000 total Average Impressions
Earned Media- (2-4) media releases average 12-17 media mentions

Social Media Following
Facebook: 1150
Twitter: 480
Instagram: 385
FLOW is a program of the West Broadway Coalition, and is made possible with generous contributions from:

- City Pages
- JXTA
- Capri Theater
- Metro Transit
- Clear Channel Outdoor
- US Bank
- McDonald's
- Lunds & Byerlys
- Dinner on the Farm